

### Introduction

Sencia Management Pty Ltd (**We, Our, Us**) is a retirement living operator and We are committed to managing and safeguarding the personal information of Our residents, staff and visitors in accordance with all relevant Commonwealth and state and territory laws including the Privacy Act 1988 (**Privacy Act**) and the Australian Privacy Principles (APPs).

### Access this Policy

You can obtain this policy from Our website at [senciathebreeze.com.au](https://senciathebreeze.com.au) or by contacting Our Privacy Officer. You may also contact Our Privacy Officer for alternative, accessible formats of this policy.

### Why We collect personal information

The main purpose for which We collect, hold, use and disclose personal information is to enable Us to provide, administer and improve Our Retirement Living services.

### What kinds of personal information do We collect and hold?

#### Personal Information

The types of personal information We may collect will depend on the nature of the interaction between you and Us and where and how We collect the information.

Most commonly, the personal information We would collect from you includes:

- › sensitive information (see below)
- › names, dates of birth, gender and contact details (including next of kin and other legal representatives)
- › information about your eligibility to receive subsidies and pay certain fees and charges
- › bank account information
- › your Device ID, device type, geo-location information, computer and connection information, statistics on page views, traffic to and from the sites, ad data IP address and standard web log information
- › details of the products and services We have provided to you or that you have enquired about, including any additional information necessary to deliver those products and services and respond to your enquiries
- › any additional information relating to you that you provide to Us directly through Our website or app or indirectly through your use of Our website or app or online presence or through other websites or accounts from which you permit Us to collect information
- › information you provide to Us through customer surveys

- › information about your family or other related persons such as partners, children, dependents, and nominees or authorised representatives and
- › information about how you have used Our online services such as online forms you have filled in and pages you have visited
- › health and medical information and criminal history of job applicants, employees, prospective contractors and contractors.

### **Sensitive Information**

Some of the 'personal information' We collect is 'sensitive information' (as defined under the Privacy Act), including information about Your racial or ethnic origin, religious beliefs or affiliation, or health. The following are examples of the types of sensitive information that We may collect from you:

- › information about your health and welfare, including:
  - any disabilities and/or illnesses you may have;
  - your care planning and advanced health directive; and
  - incident and accident reports;
- › any potential medical, social or workplace risks involved in providing care and services to you.

## **How do We collect personal information?**

### **General**

We usually collect personal information directly from you, for example, when you send Us an email or letter, deal with Us over the telephone or in person, or access Our website or use it to communicate with Us.

Sometimes, someone else may provide Us with personal information about you, with or without your direct involvement.

We usually collect personal information about Our residents in the following ways:

- › directly from you; and
- › from your representative, e.g. a legal guardian or family member
- › from a contracted service provider that provides services on Our behalf, or assists Us with Our human resources communications, IT or other corporate activities
- › when you register on Our website
- › from Our website with 'cookies'

In addition, when you apply for a job or position with Us, We may collect certain information from you (including your name, contact details, working history and relevant records checks) from any recruitment consultant, your previous employers and others who may be able to provide information to Us to assist in Our decision on whether or not to make you an offer of employment or engage you under a contract. This Privacy Policy does not apply to acts and

practices in relation to employee records of Our current and former employees, which are exempt from the Privacy Act.

### **Closed Circuit TV (CCTV)**

We may also collect your personal information via CCTV. CCTV recording devices in Our village ensure the safety and security of residents, visitors and team members at the village. The recordings made by CCTV may be activated by movement sensors and the footage is securely held for approximately 7 -14 days. After that time, CCTV is automatically deleted. CCTV footage can be downloaded and held if necessary, as part of an ongoing investigation, and footage saved to file and held securely.

Signage at Our village makes individuals aware of the presence of CCTV recording devices.

### **Using Our website and cookies**

We may collect personal information about you when you use and access Our website.

While We do not use browsing information to identify you personally, We may record certain information about your use of Our website, such as which pages you visit, the time and date of your visit and the internet protocol address assigned to your computer.

We may also use 'cookies' or other similar tracking technologies on Our website that help Us track your website usage and remember your preferences. Cookies are small files that store information on your computer, TV, mobile phone or other device. They enable the entity that put the cookie on your device to recognise you across different websites, services, devices and/or browsing sessions. You can disable cookies through your internet browser but our websites may not work as intended for you if you do so.

We will handle any personal information collected by cookies in the same way that We handle all other personal information as described in this Privacy Policy.

Our website may contain links to websites operated by third parties. Those links are provided for convenience and may not remain current or be maintained. Unless expressly stated otherwise, We are not responsible for the privacy practices of, or any content on, those linked websites, and have no control over or rights in those linked websites. The privacy policies that apply to those other websites may differ substantially from Our Privacy Policy, so We encourage individuals to read them before using those websites.

### **How do We store your personal information?**

We store information securely both in paper form and electronically at Our head office and on site at Our village. Authorised team members have access to electronic personal information, including sensitive information.

Security and access protocols are maintained to protect personal information from misuse, interference, loss, unauthorised access, modification and disclosure. Where it is no longer necessary or legally required for Us to hold and store personal information, reasonable steps are taken to de-identify or destroy the information.

The CCTV recording equipment is in a locked room with access limited to management. Access to Our CCTV system is secured and protected by password access.

## How do We use your personal information?

When We hold your personal information, it can only be used for the particular purpose for which it was collected (known as the “primary purpose”) unless certain exceptions apply.

Personal information can be used for secondary or other purposes when:

- › consent has been obtained
- › it is reasonably expected to be used for a related purpose
- › required or authorised by law or a Court or Tribunal order
- › reasonably necessary for enforcement purposes conducted by or on behalf of an enforcement body
- › certain “permitted general situations” or “permitted health situations” exist (as defined under the Privacy Act)

We collect, hold, use and disclose personal information about you for the primary purpose of:

- › providing services and accommodation to you
- › complying with Our legal obligations under the Retirement Villages Act 1986 (Vic) other laws generally, and the terms of Our Residence and Management Agreement with you
- › providing updates and newsletters to residents
- › to operate Our emergency call system.
- › To invite you to events and functions
- › To bill you for services provided

We will also collect, hold, use and disclose Your personal information to:

- › carry on business as a retirement living operator and related services and to make improvements in how We provide Our services
- › in the case of CCTV footage, investigate incidents, accidents and work issues that arise in in and around the village.
- › carry out, audits, surveys and other quality improvement activities
- › to make referrals for further care, either homecare or residential care, if you request it
- › conduct marketing and related purposes and seek the participation of residents and others in advertising campaigns, marketing events, launches, resident testimonials and focus groups
- › obtain professional advice

## Disclosure of or access to information

We will only disclose your personal information for the particular purpose for which it was collected (known as the “primary purpose”) unless an exception under the Privacy Act or APPs applies (see ‘How do We use your personal information?’).

We may also disclose your personal information to the following third parties and in the following circumstances:

- › to suppliers, contractors and service providers to fulfil your requests, provide personalised services, maintain accounts and records, statistical analysis, conduct market research and marketing, and assess and evaluate the use of Our website
- › when arranging for insurance, progressing insurance claims and meeting occupational health and safety obligations
- › to manage complaints
- › for security purposes
- › administer job applications and employment, which may include criminal record checking and to deceased estates so that We can refund amounts We owe to the estate
- › to State and Commonwealth government agencies and other individuals or organisations including loss adjusters, security companies, insurance companies and health service providers
- › to Our business partners and business and professional advisers in relation to Our business operations and activities;
- › to a third party in respect of Our marketing activities, including completing market research and surveys on Our behalf;
- › to a third party in the event of Our business or assets or both being sold or offered for sale
- › when required by law or court order or other governmental order or process to disclose
- › where We believe in good faith that the law compels Us to disclose information
- › where We are required to as a result of any obligations We owe under a contract, or
- › to identify, or bring legal action against any third party

We generally require that third parties only use your personal information for the specific purpose for which it was given to Us and to protect the privacy of your personal information. We will only disclose your personal information to a third party if the third party agrees to keep your information confidential.

We are unlikely to disclose or use your information in a foreign country, with the exception of third parties who provide hosting services on Our behalf for direct marketing and who may be located wholly or partly overseas.

CCTV footage will only be used to investigate incidents, accidents, and work issues. We may make CCTV footage available to police and other authorities (at Our discretion and subject to the Privacy Act and APPs).

To protect personal privacy, footage will not be shown, used or shared in any other way except when required by law or Court order. If there is a legal requirement for a copy of the footage, it will only be made available by subpoena and with written clearance from Our legal advisors.

## Direct Marketing

We may use or disclose personal information, but not sensitive information, for direct marketing purposes. This may take the form of emails, SMS, mail or other forms of communication, in accordance with the Spam Act and the Privacy Act. You may opt out of receiving marketing materials from Us by contacting Us using the details set out below or by using the opt-out facilities provided (e.g. an unsubscribe link).

You can ask not to receive marketing materials from Us at any time. All direct marketing from Us contains a simple way to opt out.

## How can you access and correct your personal information?

You have a right under the Privacy Act to access personal information that We hold about you. You also have a right to request correction of your personal information if it is inaccurate, out of date, incomplete, irrelevant or misleading.

We may ask you to verify your identity and, if you are making the request on behalf of someone else, to provide proof that you are legally entitled to do so. If you are seeking access to the personal information of someone you do not legally represent, be aware that there are restrictions in the Privacy Act about disclosing this information to you.

### Request to access

Requests for access to personal information can be made using the dedicated forms that are available at Our village, or by contacting Our Privacy Officer directly. You can find Our Privacy Officer's contact details at the end of this policy.

Requests you make to access your personal information will generally be granted, unless certain limited circumstances apply, including, but not limited to, circumstances when:

- › We reasonably determine that granting access would pose a serious threat to the life, health, or safety of an individual or to public health or safety
- › granting access would have an unreasonable impact on the privacy of other individuals
- › We are required to deny access by law or access would be unlawful, or
- › unlawful activity or serious misconduct is suspected.

We will respond to a request to access personal information within a reasonable period - usually 45 days but often sooner. We will give access to the information in the manner requested, where it is reasonable and practicable to do so.

We may charge a reasonable fee to cover Our costs of supplying you with access to this information but will not charge you a fee for making the request.

We will notify you in writing and explain Our reasons if We refuse to give you access to your personal information.

### **Requests to update or correct**

We aim to keep the personal information We hold accurate, complete and up to date. We regularly review current resident's personal information to ensure that it is accurate, complete and up to date.

If you believe that the information that We hold about you is incorrect, incomplete or out-of-date, please contact Our Privacy Officer.

If We have previously disclosed incorrect personal information to someone else, and you request that We notify the other person of the correction, We will take reasonable steps to notify the other person and if the notification is refused, then We will provide you with reasons for the refusal and how to complain about the refusal.

If We refuse to correct personal information as requested, at your request, We can add a statement to your record that the information is incorrect, incomplete or out-of-date.

We will respond to requests within a reasonable period of time (usually within 45 days) and We will not charge you for the making of the request, the correction, or the adding of the statement.

We may ask you to verify your identity. When the correction request is made on behalf of another person We may refuse to correct the information until We are satisfied that the other person has consented to the correction request being made on his/her behalf.

### **How can you complain about a breach of the APPs?**

If you have a concern about the way We handle your personal information, you can make a complaint in writing to Our Privacy Officer.

We will:

- › investigate all complaints about breaches of the Privacy Act and APPs, unless they are considered frivolous or vexatious.
- › promptly acknowledge and deal with your complaint within a reasonable amount of time, usually within 30 days; however more complex matters may take longer to resolve
- › regularly update you about the progress of your complaint if the investigation takes longer than expected.

If the matter is complex or of a serious nature, independent investigators and/or legal advisors may be retained to assist with the investigation.

All investigations will determine whether there has been a breach of Our obligations under the Act and We will inform you of the outcome of the investigation, any relevant findings, and any actions taken as a result.

If you are not satisfied with the investigation or the outcome, you may complain to the Office of the Australian Information Commissioner (**OAIC**).

## More Information

You can contact Us about information privacy or your personal information by contacting Our Privacy Officer at:

Email: [privacy@sencia.com.au](mailto:privacy@sencia.com.au)

Telephone: 03 9559 9600

Mail: 346 South Road Hampton East VIC 3188